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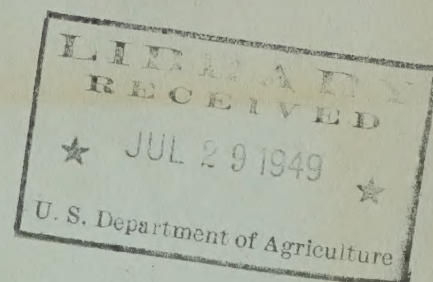




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Rosebud

## FLORAL COMPANY

351 N. BURGESS AVE.

COLUMBUS, OHIO

HARDY GARDEN CHRYSANTHEMUMS

In 1941 we began specializing in Hardy Chrysanthemums. In 1944 we started a display of Mums at City Hall Flower Show. This has now reached national recognition. To date we have introduced twenty-two new Chrysanthemums. The varieties which we are introducing this year were named at the Flower Show in 1948 where they were on display. They are as follows:

**PINK SURPRISE** - Brilliant true pink with incurved center petals. Large  $3\frac{1}{2}$  inch flowers on 28-inch stems. Good cut and a mass of gorgeous bloom from September 15th on.

**FLAMING BEAUTY** - Flame red of luxuriant growth of cushion habit, spreading into a fascinating, delightful show about September 25th. Grows into 28-inch mounds.

**GOLDEN MEMORIES** - Brilliant golden yellow button in sprays with new buds in abundance. Start opening from August through the entire season. Large massive plant 28-inches across.

**CANARY** - Soft yellow, large 4-inch flowers. Robust grower with strong 30-inch stems. Good cut.

(The price on the above Mums is 75¢ each, all four \$2.50.)

Rosebud varieties of recent years -- Chris Columbus, Buckeye Beauty, Scarlet Lady, Appleblossom, Rosebud, Orange Cluster, Golden Salmon, Hill-top Gold, Janet, Gold, Kathleen, Oriental Glory, Margaret Ann, Tints of Fall, Purple Cushion, Golden Rose, Autumn Sunlight.

(Price on these Mums - 50¢ each, 6 for \$2.50, all 17 varieties \$6.00.)

Other outstanding new introductions: Golden Carpet, Tapestry, Huntsman, Powder Puff, Morgan's Duplex, Early Worm, Yellow Rayanette, Bobby's Red Single, Sid's Yellow, Ketler Red, DeLux Pink Cushion, Nankeen, Red Coat, Nabob, Contrast, Ray Dietz, Red Cloud, Cherry Glow.

(The price on these Mums is 75¢ each, any ten \$6.00.)





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Some of the following are 1948 introductions: Carnival, Mellow Glow, Carl A. Reiche, Cimeron Yellow, Carolyn Yosick, Rosalia, Spellbound, Heatherbloom.

(The price of these is 60¢ each, any five \$2.50.)

Late outstanding introductions: Simba, Violet, Dragon Lady, Miss Lace, Salute, Winterset, Courageous, Glowing Coals, Echoes, White Wonder.

(The price is 50¢ each, any five \$2.00.)

Some universally famous varieties: Algonquin, Argentuillais, Autumn Lights, Bonfire, Caliph, Cydonia, Dahlia Mum, Early Bronze, Improved Early Wonder, Goblin, Golden Charm, Irene, King Midas, Little Bob, Pigmy Gold, Red Velvet, September Bronze, Tasiva, Pale Moon.

(These are 30¢ each, four for \$1.00)

We list the following outstanding types:

The Jewell Variety (Ball-Type Pompoms)

Orchid, Dark Pink, Pink, White, Yellow, and Dwarf Pink at 35¢ each. Also Purple and Lemon at 50¢ each.

Cushion or Azeliamums:

Red, Yellow, Bronze, Pink, White and Commander. 30¢ each, four for \$1.00. Also Purple and Lavender at 50¢ each.

Giant or Large Flowering English Mums, (five to seven inches across):

Alabaster, Leda, Bronze Buttercup, Challenger, Cerise, Assurance, China Gold, Egypt, Vulcan, Gold Standard, Hillcrest Yellow, Tol-cross Pink, Cyril Colman.

(The price on the above is 50¢ each, six for \$2.50)





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May we suggest the groups of assorted varieties for the average home at substantial savings:-

BRILLIANT GARDEN DISPLAY

LAVENDER LADY-beautiful lavender  
WINTERSET-new large white  
GOLDEN ROSE-old rose shaded gold  
KING MIDAS-yellow touch of gold  
BETTY-delightful pink  
SCARLET LADY-deep red scarlet overcast  
(All for \$2.00, save 55¢)

DE LUXE COLLECTION

POHATCONG-rose pink  
APRICOT GLOW-apricot  
BETTY-fine pink  
WINTERSET-new large white  
EARLY WORM-bright yellow  
OLIVE LONGLAND-salmon golden sheen  
ORIENTAL GLORY-oriental red  
(All for \$1.75, save 75¢)

OUTSTANDING CUT FLOWER VARIETIES

CHRIS COLUMBUS-white and yellow  
DARK PINK JEWELL-purple red  
BETTY-fine shade of pink  
ORIENTAL GLORY-oriental red  
WHITE WONDER-white pompom  
BUCKEYE BEAUTY-lavender pompom  
(All for \$2.00, save 40¢)

SUPER FINE VARIETIES

ORIENTAL GLORY-glowing oriental red  
CHRIS COLUMBUS-white and yellow  
SID'S YELLOW-deep golden yellow  
BETTY-a delightful pink  
CHIPPEWA-aster purple  
POHATCONG-deep rose, streaked white  
(All for \$2.00, save 95¢)

FLOWER SHOW DISPLAY

CHRIS COLUMBUS-white  
EARLY WORM-fine yellow  
BRONZE EARLY BUTTERCUP,giant 5-in bron.  
BUCKEYE BEAUTY-lavender pompom  
ORIENTAL GLORY-oriental red  
PINK RADIANCE-bright glowing pink  
(All for \$2.25, save 65¢)

GOOD HARDY VARIETIES

AUTUMN LIGHTS-orange red  
ORIENTAL POMPOM-bright red,yellow cntr.  
PIGMY GOLD-yellow button  
CHRIS COLUMBUS-white  
GOLDEN SALMON-salmon overlaid gold  
(All for \$1.75, save 35¢)

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351 N. BURGESS AVE.

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## HOW TO GROW HARDY CHRYSANTHEMUMS

Of all hardy plants no other will make the dazzling display with such an assortment of brilliant colors for so long a period as Hardy Chrysanthemums. Almost every hue and color, except blue, are covered in these new early varieties which have been developed during the past few years. These flowers still bloom after the frost has cut down almost everything else, and give a brilliance to the fall season an olden time fairy might have made with an enchanted wand. If you want color and beauty and wish to enchant your neighborhood grow Hardy Chrysanthemums in a colorful array around your home. We will try to tell you how to have a garden of Mums year after year at a very low cost.

There are a few rules which govern the growing of Hardy Chrysanthemums.

1. Each year Hardy Chrysanthemums should be divided into single plants. This is done about May 10th in the latitude of Columbus, Ohio. Further north it will be somewhat later and further south earlier. The old mum plant sends out runners under the soil that come up all around the old plant. These are the single plants that must be separated from the old plant. Reasons: (A) So many plants growing so close together will need more food and space than is afforded by the space these new plants are growing in. (B) If there is any disease in the old plant it may be carried over into new plants if they are not divided and moved. (C) Plants do not get enough air growing so close together and the foliage turns brown, the stems become hard and do not take up the nourishment needed for a good plant.

2. Plants should be grown where they can get plenty of sunlight and air all about them. Plants will not do well close to a house, trees or evergreens where they are partly shaded and do not get sufficient air and sunshine to grow properly. Therefore, we suggest the following if you want them to bloom in these locations. Plant your plants in a spot in the garden where they can get air and sunshine, preferably in rows where they can be cultivated, then when they are in bud in the fall lift them with a clump of earth attached to the roots and plant them around your evergreens, in front of your home, along the drive, along the walk, along the fence, under the trees--everywhere you want a spot of beauty. Leave them bloom in these spots. Leave them until spring then divide in May into single plants and plant them back in your garden again. You will have plenty of plants to make your home beautiful. Help make your neighborhood the beauty spot of the town.







3. All mums should have the tops removed when divided and continue pinching tops out until July 1st. This makes the plant develop into a bushy specimen. Never cut the tops out after July 1st or the blooming date will be delayed almost the same number of days you top them after July 1st. The plant should not be more than eight inches tall on the first of July. They then will not be too tall and fall over when they are in bloom. Train them so they will be no taller than this by following this pruning schedule.

4. Spray or dust plants during the growing season to kill the bugs and fungi that may infest them. A good dust contains DDT or Pyrethrum dust, Fermate or some other fungicide. A good wet spray to use: To three gallons of water add  $1\frac{1}{2}$  tablespoons of 50% DDT wettable powder, three tablespoons of Fermate; 1 tablespoon of Nicotine Sulphate (Black Leaf 40); one teaspoon of soap spreader, or put in some soap powder to make water a little soapy so that solution will stick to the plant. Use every three weeks during season.

5. Fertilizing. About once a month a light dusting of a complete plant food is necessary, about one pound to 100 square feet of bed, around the plant (but do not put the fertilizer against the side of the plant or it may be burned somewhat). Work the soil carefully with a hoe or small hand trowel until it is well mixed with the soil then water thoroughly. It is very important when the buds first start showing to fertilize the plants. This will give a more brilliant color to the blooms and make larger flowers.

6. The diseases of Hardy Chrysanthemums are not too serious. The ones most commonly encountered are:

ALPHIS - A small black or green insect that generally is found around the growing branches where the buds form. Black Leaf 40 (Nicotine Sulphate) will take care of this. Use one ounce to three gallons of water.

TARNISHED PLANT BUG - This is an insect that you find fairly early in the Spring and Summer. It eats into the stem and new growth of the plant, causing the sap to flow out in bubbles. Later on it becomes a hopping beetle (yellow with brown blotches on the side of the wings) that eats into the bud and causes deformed flowers. Dusting with a 5% DDT dust will give good control.

WILT - Plant wilts and gradually dies away. Destroy plant and do not plant another in this soil. Some varieties are more resistant than others to this disease. There is no remedy except to sterilize the soil with boiling water.





7. SOIL - Hardy Chrysanthemums like a light rich soil slightly on the acid side, although they will grow in most soils. In preparing a bed of Mums a one inch layer of well-rotted manure, one-half inch layer of Peat Moss, a light dusting of a complete fertilizer such as Vigoro or Sacco, about one pound to 100 square feet of bed, all spaded in and pulverized, will make most all soils fine for Hardy Chrysanthemums even if it is a hard clay. Just fertilizer alone is not all you need, you need something to loosen the soil if it is hard. If you can find nothing else, a small amount of cinders worked in the soil will help loosen it, adding the fertilizer to enrich the soil.

8. WATERING AND CULTIVATING - Water the soil around the plant well when it is planted. Then if there is a long dry spell soak the soil around the plant occasionally, keeping the soil well cultivated with a hoe after it starts drying out. This acts as an insulation to the hot sun, keeping the soil cool around the roots of the plant, letting in oxygen to the roots and keeping the weeds from growing around the plant. Do not dig around the plant too deep or you will cut off the feeder roots that keep the plant growing.

#### TYPES AND VARIETIES

EXHIBITION VARIETIES OR LARGE FLOWERING TYPES - These do not come through the winter as well as some of the other varieties, but the giant size of the blooms sometimes makes them worthwhile, but requires a lot of work. These have the tops cut back to June 15th--no later on these varieties if you want nice stems. After the buds have formed pinch out all but the top bud on each branch or the best bud you find on each branch. Some staking will be required as the blooms will be so heavy that they will not be able to stand without staking. We have a fine collection of colors in both English and standard varieties to bloom before October 18th. If you want to amaze your neighbors try some of these types.

CUSHION MUMS - Bloom early, are dwarf, and are better known than some of the newer varieties.

SPOON TYPES - Petals are narrow and shaped like a spoon. They are spider-like in appearance, different and unusual.

CUT FLOWER VARIETIES - Stems are long and upright. Flowers are brilliant and in clusters. Every home needs an assortment of these cut flower varieties.





Here in Columbus everyone has seen these Chrysanthemums. They have been on Display at the City Hall Flower Show each year since 1944 when our Mums made up the Display, and our Chris Columbus was named on Columbus Day by Mayor James J. Rhoads in honor of our city. Each year this show is getting larger and now attracts national recognition.

Every home could have a display in front at very little cost to help make Columbus attractive and the Chrysanthemum center of America which a lot of folks are striving to do. As Holland, Michigan has its Tulip Festival each year so Columbus, Ohio could have its Mum Festivals, bringing thousands of visitors to view the flowers, the pagents, parades and festivities that could be staged. No other city has taken up the Mum, and Columbus has a fine start with the Columbus City Hall having thousands of plants blooming all around the building in beds and borders which now attracts thousands from all over the country. West High School has been propagating Mums in their Botony classes for the beautification of the grounds around the building and at the football field, making it one of the most beautifully decorated schools in America.

The following varieties are outstanding in their class:

YELLOW - Chas. Nye; Gold Standard; Pigny Gold; Sid's Yellow; Yellow Rayanette; Yellow Spoon.

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WHITE - Winterset; Alabaster; White Wonder; Polar Ice; Chris Columbus; Avalanche; White Spoon.

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LAVENDER - Lavender Lady; Lavender Lassie; Buckeye Beauty.

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PINK - Pink Surprise; Betty; Miss Lace; Margaret Ann; Pink Spoon.

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ROSE - Rosebud; Pohatcong.

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GOLD - Janet; Gold.

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PURPLE RED - Purple Cushion; Violet; Kathleen; Muldoon; Chippewa.

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RED - Courageous; Morgan's Red Single; Red Coat; Dahlia Mum; Red Cloud; Ruby Pompon; Oriental Glory.

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BRONZE - Bronze Buttercup; Goblin; Bonfire; Cydonia; Commander Cushion; Glowing Coals.

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TWO TONE UNUSUAL SHADES - Tints of Fall; Olive Longland; Golden Rose; Golden Salmon; Argentuillias.

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By: Leo L. McComb  
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